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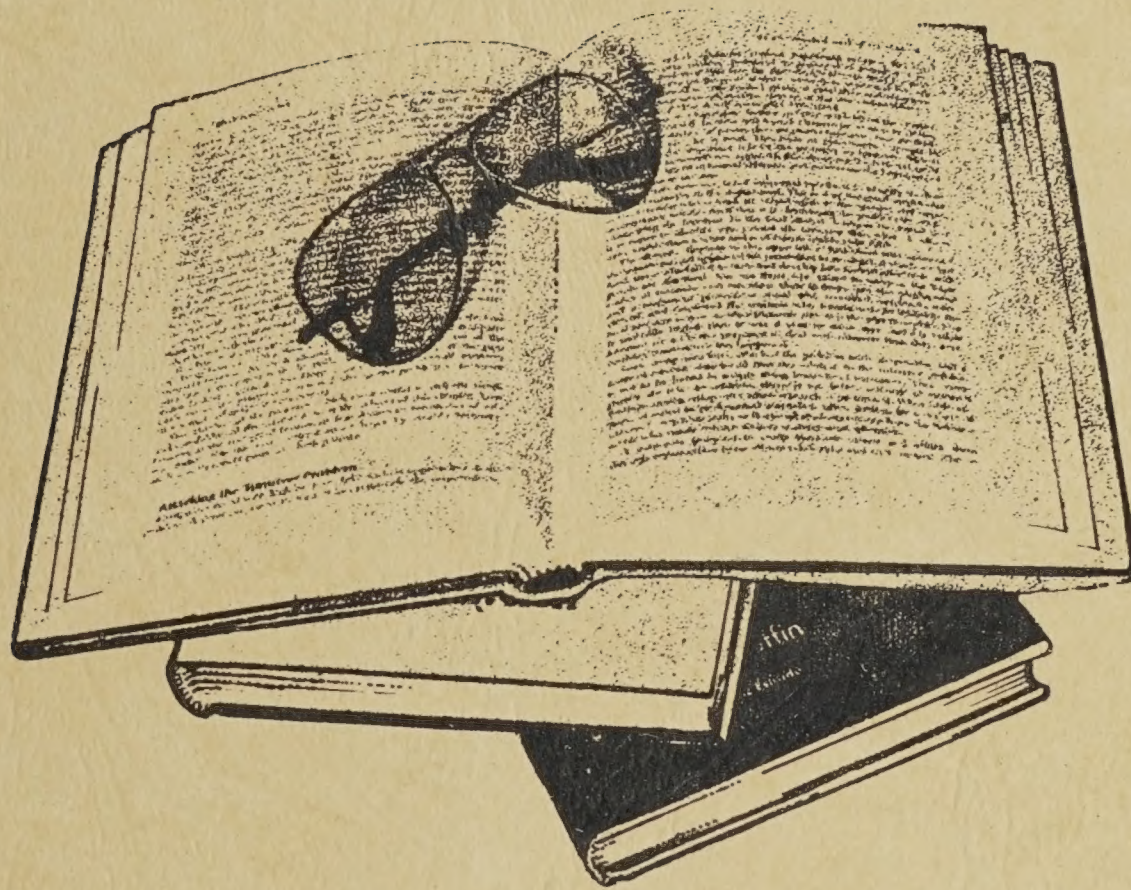
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**CVTi**

**Annual Report 1973  
1974**






ANNUAL REPORT

1973 - 1974

SUBMITTED TO THE BOARD OF TRUSTEES





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## INTRODUCTION

The 1973-74 annual report has been assembled to present an overall review of all significant activities and occurrences during the year. In presenting this information, a sincere attempt was made to offer the facts as they occurred in a comprehensive, continuous manner. This report is considered another one-year chapter in the history of Catawba Valley Technical Institute. Wherever possible and pertinent, an attempt was made to interpret any statements of facts in light of related background material or trends. No annual report, of course, would be complete without some presentation of statistics and a comparison of those statistics against similar data as a measure of success or failure. However, a special effort was made to make this report something other than the classic collection of statistics, charts and tables devoid of meaningful explanation.

It is not always possible to measure progress, statistically or otherwise, since the end results are intangible personal qualities such as attitudes, knowledge and skills which only the individual himself can evaluate. All an annual report from an institution like CVTI can realistically hope to accomplish is an indirect accounting to reveal the presence or absence of the appropriate learning conditions. Implied in the institute's official





statement of purpose to help "all persons in achieving their educational goals," are requirements for instructional quality, flexibility in program scheduling, realistic curriculum content and a sincere desire on the part of all personnel to help students. The administration of CVTI believes that the majority of these ingredients were indeed present during the 1973-74 academic year and considers the year extremely successful on the whole. This information is presented in hopes that it can illustrate the continuing efforts of the institute to provide a quality educational program for the citizens of the Catawba Valley.





## BOND REFERENDUM

Without question, the most important single event during CVTI's 1973-74 school year occurred on June 25, 1974, when Catawba County voters approved a \$2.5 million bond issue for the institute by an overwhelming 4-to-1 margin. The CVTI bond issue was part of a \$12 million bond package which included \$8 million for public school construction projects and \$1.5 million for a new county law enforcement center. All three issues were approved by about the same margin, and the CVTI vote easily carried in all 40 precincts in Catawba County. The \$2.5 million in bond funds, along with some \$1,247,000 in state-appropriated monies, will be used to finance at least four construction projects: (1) a 46,600-square-foot East Wing addition, (2) a 30,000-square-foot Engineering Technologies Building, (3) improvements and lighting to parking areas, and (4) a maintenance-warehouse building. Bids were opened on the East Wing project on August 8, 1974, and construction began in mid-August. Construction on the East Wing was scheduled for completion in late 1975, and the Engineering Technologies Building was slated for occupancy in 1976. An architect has been hired and the latter project is in the planning stage.

The bond referendum followed a very intensive community relations campaign which, in all reality, lasted about a year-and-a-half prior to the June 25 vote. Needless to say, the referendum





was anticipated for quite some time before the date was actually set, and preparations started well ahead of time. For more than a year before the election, the news releases from CVTI emphasized the problems with inadequate facilities whenever possible, securing a significant amount of attention in the local press over a period of several months. In the weeks immediately preceding the election, the promotion effort intensified, not only on behalf of CVTI but also the entire bond package. A 20-minute slide-and-sound presentation was developed and used as program material at about 40 meetings of various community groups, including civic organizations, churches, volunteer fire departments and school groups. The programs were presented by a team of about 12 CVTI faculty members and administrative personnel, emphasizing the institute's support for all three bond proposals.

The building projects financed by the bond referendum were hailed as a turning point in the 14-year history of the institute, a major step forward in the development of the school. School officials and other community leaders looked upon the bond issue as vital to continued progress at CVTI by helping to relieve the institute of overcrowded conditions in classrooms and labs. The new East Wing will contain four science labs, 12 classrooms, a teaching auditorium, a new library to seat 150 persons, audio-visual production facilities, a larger business office and offices for





some faculty and administration. The Engineering Technologies Building will house labs, classrooms and faculty offices for such programs as electronics, electronic product servicing, electrical installation and maintenance, electromechanical technology, architectural and mechanical drafting and other industrial technologies. Together, these two buildings will better serve the current CVTI student body and will allow for implementation of several new vocational programs, among them: air-conditioning and refrigeration, child care, welding, automobile body repair, diesel engine repair and the civil engineering technologies. Overall, the East Wing and Engineering Technologies Building will increase the size of CVTI's physical plant by some 77,000 square feet, or about 75 percent. But more importantly, these facilities will allow CVTI to phase out many instructional areas considered "substandard", including the school's eight mobile units, which were installed as temporary 11 years ago.

#### REACCREDITATION

Passage of the bond referendum was considered essential for CVTI to maintain its present status of accreditation with the Southern Association of Colleges and Schools. Although SACS made its evaluation visit during the 1972-73 school year, formal re-accreditation was extended to CVTI for a 10-year period during the association's annual convention in Houston in December, 1973.





The evaluation committee which visited CVTI in April, 1973, had high praise for the quality and scope of the institute's instructional programs and for the school's faculty and staff. The Southern Association agreed with the 322-page CVTI self-study that most of the school's instructional problems were caused by inadequate facilities. The facilities made possible by the bond referendum should meet all of the Southern Association's recommendations concerning physical facilities and "substandard" instructional areas. Early in 1974, CVTI also was reaccredited by the North Carolina Department of Community Colleges, a branch of the State Board of Education.

#### NEW TRUSTEES

Two new members were named to the CVTI Board of Trustees during the past year by Governor James E. Holshouser, Jr. Mrs. Dorothy C. Armstrong, a Hickory accountant, was named as the first woman to serve on the board in October, 1973, replacing Brenard G. Brown of Newton, whose eight-year term on the board expired during the previous summer. A Hickory construction contractor and civic leader, Howard R. Frye, also was appointed to fill out the unexpired term of Newton poultryman Jay F. Wilfong, who resigned from the CVTI board last fall. Frye will serve on the board of trustees until July 1, 1975, and Mrs. Armstrong's term on the board expires on June 30, 1981.



Mrs. Armstrong, a native of Hickory, has been employed for 24 years with the Hickory accounting firm of Arthur H. Burgess and Co., and Frye, also a Hickory native, has been associated for 45 years with the family-owned construction firm of Guy Frye and Sons, Inc, the company which erected the original CVTI building in 1960. Both new trustees are active in civic affairs, particularly the work of the Hickory and Longview Lions Clubs in programs to benefit the blind. Frye has served very successfully on several fund-raising committees with the Longview Lions Club to help finance construction projects for the North Carolina Association for the Blind at Camp Dogwood on Lake Norman. For the last 11 years, Mrs. Armstrong has been a volunteer in the Hickory Lions Club's eye-screening program in the Hickory City Schools.

## INSTRUCTION

### INSTRUCTIONAL INNOVATIONS

Instruction at CVTI underwent a number of innovations during the past year, and most were considered quite successful. The "teaching toward measurable objectives" project progressed satisfactorily as the institute attempted to award grades on the basis of performance and achievement. With only a few exceptions, all credit courses at CVTI were restructured to reflect "measurable objectives". A conscious effort has been made during the past





year to add work experience to as many career programs as possible. At present, supervised work experience is a major feature of the following programs: recreational grounds management, landscape technology, licensed practical nursing, operating room technology, electrical installation and maintenance and mechanical engineering. Another innovation was to continue to develop individualized packages for CVTI's credit courses, not for direct use in the classroom but for use with special situations that arise with individual students and for use in the Directed Studies Lab.

Each instructional division adopted a number of changes which were considered improvements over previous methods and practices. In the furniture division, two programs were re-oriented and re-named for implementation in 1975, and both labs and lecture instruction were rescheduled to better utilize personnel and facilities. In the engineering division, the electrical installation program was revised to include two exit levels and to re-emphasize skills rather than theory. A seven-quarter program in auto mechanics was developed and instituted at night, and "hands-on" computer facilities were provided for electronics students transferring to the University of North Carolina at Charlotte. In the life sciences division, the recreational grounds management program was adequately housed and equipped for the first time, and the LPN program was revised to meet ADN transfer requirements. In





the business division, shorthand requirements in the medical secretarial program were reduced, short-course and seminar offerings to the public were enlarged, and several new elective courses were developed. Several elective courses also were developed in the related division, including three courses in practical journalism.

Among other changes considered improvements in the instructional program were a new spirit of cooperation between CVTI and other institutions involving special programs. During the past year, CVTI entered into cooperative arrangements with Western Piedmont Community College and with Davidson County Community College to offer programs which neither institution could previously offer with current resources. The arrangement with Western Piedmont Community College makes a police science curriculum available at CVTI at night, taking advantage of Western Piedmont's specialized instructional personnel and facilities. The net effect of the program, which results in a police science degree from WPCC, is the availability of many courses on the CVTI campus, making an education more convenient for law enforcement personnel in Catawba County. The arrangement with DCCC involves the recreational grounds management program at CVTI, in which students from the Lexington area can transfer to CVTI and receive a degree from CVTI. Transfer students to CVTI take many of their required courses at DCCC in an area which is more convenient for them. The cooperative arrangements are mutually beneficial in that they make an expanded



curriculum available to the public, boost the enrollment of both schools and involve no major additional expense for either institution.

#### NEW CURRICULUM PROGRAMS

Two new associate degree programs and a new one-year vocational program were developed and approved by the various approval agencies during the past year.

Utilizing advisory groups from the Catawba Valley Board of Realtors, the North Carolina Board of Realtors, the N. C. Real Estate Licensing Board, and the N. C. Real Estate Education Foundation, the first comprehensive real estate curriculum in North Carolina was developed to provide opportunities for persons to be trained for employment in, as well as upgrading present employees in real estate and related occupations. To meet the needs in the mechanical occupations field, similar advisory groups were used to develop a two-year, multi-exit curriculum in mechanical engineering technology scheduled for implementation in the fall of 1975. Students will have the opportunity to leave the program at three distinct levels of skill and development. The machine shop and mechanical design and drafting curricula will be absorbed by the new, more comprehensive program.

A one-year, multi-exit program in electronic product servicing was implemented in September, 1973, under an \$8,500 grant for





equipment from the Electronic Industries Association. Offered only during the evening program, the new curriculum has as its primary purpose the training of repair and servicing technicians for radio, television and other electronic home entertainment products. The program, sponsored in part by the EIA, is one of only a few such electronic servicing curricula in the Southeast.

#### ENGINEERING STUDY/PLANNING COMMITTEE

A committee was appointed to study the industrial needs for graduates of electrical and mechanical type curricula, making comparisons of the findings and the ability of the present curricula to meet these needs, and make physical facility and equipment recommendations for a new engineering technology building. The findings of the committee indicated a continuing need for all curricula presently being offered. The committee also made recommendations for the addition of new curricula that are needed if facility space can be made available. The committee also presented conceptual design layouts for new facilities for the architectural drafting, industrial engineering, electronics, electromechanical, electrical installation and maintenance, electronic product servicing and civil engineering curricula. These programs will be housed in the new Engineering Technologies Building.





DEVELOPMENTAL STUDIES PROGRAM

The third year of the developmental studies program was a continuation of efforts to find a solution to the problems of teaching low-achieving students and other students who have difficulties in the regular curricula.

Noticeable success was realized in the business division by selecting those students for special attention who had low test scores on the GATB and low secondary school grades. A combination of individualized instruction and advisory procedures was used, placing emphasis on the individual needs of each student. A lower-than-average dropout rate, along with statements from students and instructors reflecting their satisfaction with the program, were encouraging. A similar approach was used in the engineering division but was not successful. It was concluded that the difference was due to: (1) a more structured type of curriculum in this division that would not allow flexibility in scheduling, (2) more prerequisite courses that if not completed in the scheduled amount of time would prevent students from advancing with regularity, and, (3) an insufficient number of developmental students to justify appropriate scheduling.

Based on the results of this year's efforts in developmental studies, it was decided to continue the program in the business division with some refinements. A totally new approach to



developmental studies in the engineering division will be researched and developed during the 1974-75 school year for possible implementation in the fall of 1975. Such an approach might consist of a pre-technical year, involving three quarters of remedial studies, especially in basic math and shop classes, before a student in developmental studies could enter the regular curriculum.

#### CONTINUING EDUCATION

The objective in the continuing education division at CVTI is to offer meaningful learning experiences through non-credit courses for adults. This objective is realized by residents of the CVTI community in a variety of ways according to their needs. Persons wanting to learn basic academic skills may enroll in the adult basic and adult high school diploma programs. General adult courses are offered for cultural improvement and to develop skills and knowledge that can be used in a socially acceptable manner to occupy leisure time. Occupational extension courses are offered to assist persons in increasing their earning power by upgrading their job skills.

Compared with the 1972-73 school year, enrollment in every phase of the continuing education division was down in 1973-74. The total enrollment for the division was 14,580 persons, a 42 percent decrease from the 25,256 persons enrolled in 1972-73. However,





the decrease in continuing education enrollment was expected this year and can be explained by a number of factors which occurred during the year. First of all, the Iredell County extension unit was closed due to the addition of Mitchell College to the North Carolina community college system. This action in itself resulted in most of the decline. Secondly, CVTI's board of trustees voted to discontinue the availability of a number of "recreational" courses which were offered previously. An action by the North Carolina State Board of Education had required that all courses of this nature must be financially self-supporting, and it was the view of the CVTI administration that this requirement could not be met in general. Third, many other highly attended non-credit courses (real estate, for example) were removed from the continuing education division and offered as credit courses. Fourth, enrollment probably suffered somewhat during the fall and winter quarters as citizens attempted to cut down on "non-essential" driving during the gasoline crisis. Fifth, the imposition of a \$2 registration fee for all courses except those job-related courses involving law enforcement, fire or emergency service personnel hurt enrollment in a number of courses, particularly those offered for nurses and other medical personnel not exempted from the \$2 fee. For further information on continuing education enrollment, see Table I, Statistical Summary of Continuing Education Program.





Despite the decline in continuing education enrollment, a number of significant events did take place during the year under the auspices of this division. In January of 1974 a specialized program for the training of knitting machine fixers was implemented with the cooperation of the Catawba Valley Hosiery Association. A 44-year veteran of the hosiery industry was hired from Burlington Industries to serve as full-time instructor for the program. The knitter fixer training program involves one day per week of classroom instruction and four days of supervised on-the-job training, and the classroom instruction is located in a specially equipped room in the basement of the old classroom building at Central Elementary School. In September, 1973, the continuing education division and the furniture division at CVTI combined talents to train the majority of the employees for Bernhardt Industries' new, nine-acre furniture manufacturing plant in Troutman. During the start-up phase of the Bernhardt plant, CVTI trained the majority of personnel involved, including machine operators and supervisors. It was the first time a North Carolina technical institute had taken on an in-plant project of this magnitude. Judging from the acceptance of the management of Bernhardt Industries, the program has been highly successful. At this time, the Bernhardt plant Troutman is one of several area furniture plants using CVTI's in-plant extension programs to upgrade the job skills of their employees.



In addition to these two major programs, a number of other significant courses or programs were made available through the continuing education division. For example, training programs for prison inmates in the area were revitalized, a series of courses were offered for both patients and employees in area nursing homes, a series of three-hour courses were offered to help individual and small business taxpayers prepare their returns, a specialized cancer workshop was offered which attracted some 250 medical personnel from across North Carolina and another specialized program was offered last summer for the area's emergency medical technicians. Some 46 new non-credit courses were added to the list of courses offered in the division. The new courses included such topics as employee evaluations, public speaking, the plumbing code, industrial sewing machine repair, diesel mechanics, OSHA electrical code and machine guarding, preparation for the Federal Communications Commission's licensing examination, safe handling of firearms for women, childbirth education, plant care, dark room photographic procedures, food preservation, death and dying, quilting, beginning Greek and gourmet catering.

The continuing education division experienced problems in a number of areas. As previously outlined, the loss of the Iredell County extension unit and the recreational courses represented a substantial decrease in enrollment, particularly in view of the





fact that these two sources accounted for over 42 percent of the division's enrollment in the previous year. The \$2 registration fee required by the state proved to be a most inefficient practice. Because of additional work hours required, it cost approximately \$4 to collect each one dollar of that fee. The shortages of on-campus classroom and lab facilities forced most of the continuing education courses off-campus, where classes were held at churches, homes, private businesses, civic buildings and elementary schools. This situation presented a tremendous number of administrative headaches, including additional travel about the area and logistical problems related to audiovisual aids. Other problems were caused by the necessity of reorganizing and updating the division's vast mailing list for quarterly brochures and a change in the state coding system, which necessitated a refiguring of all reports in order to make valid comparisons.

#### ENROLLMENT REPORT

Student enrollment in credit classes during 1973-74 numbered 2,128 persons, an increase of 12.8 percent over the previous year. As in 1972-73, the greatest growth (23 percent) occurred in the evening programs, while daytime enrollment increased 2.3 percent. While the overall number of students rose by 12.8 percent, the Full-Time Equivalents (FTE) rose by only 8 percent. The FTE increase for the previous year was only 2 percent. Three of the four instructional divisions exhibited an overall enrollment growth





for the year. These increases were 19.9 percent in the business division, 25.9 percent in engineering and 31.4 percent in environmental and life sciences.

Regarding curriculum enrollments, 20 of the 27 programs showed expansion. Of programs which were offered the previous year, the largest increases were noted in industrial management (300 percent), automotive mechanics (92 percent), electromechanical (47 percent), landscaping (156 percent) and farm cooperative (62 percent). Showing decreases were data processing (-19 percent), electrical installation (-23 percent), electronics (-15 percent), furniture drafting (-19 percent), upholstering (-16 percent), upholstery sewing (-19 percent) and operating room technology (-56 percent). However, for accurate evaluation of this data, one should consider the number of students involved in both the increases and decreases by division and by curriculum. These figures are available in Table II, Enrollment by Division and Curriculum.

#### ENROLLMENT CHARACTERISTICS

During 1973-74, 65.6 percent (1,398) of all credit students resided in Catawba County. Iredell county continued to be second largest source of credit students with 290 (13.6%) commuting from that area. Comparable to last year, the percentage of day students from Iredell County was 18.4. Thus, the addition of



Mitchell College to the Department of Community Colleges has not as yet caused the enrollment decrease which can be expected.

Alexander County continued to rank third (7.0%, while Burke County was fourth (4.5%) and Lincoln County (3.8%) fifth as sources of students.

The high schools from which most CVTI students graduated were Hickory (440), St. Stephens (187), Newton-Conover (146), Fred T. Foard (130), Alexander Central (125, South Iredell (74), Bunker Hill (72) and Statesville (56). These are the same schools and the same ranking of high schools as in 1972-73. In addition, each had a greater number of students during this year.

As in the past three years, the number of veterans enrolled continued to increase, this year by 16 percent. The total of 676 for the year was some 32 percent of the entire credit student body. Significant, however, is the fact that the number of veterans attending day classes decreased 31.8 percent (118), while those attending evening increased by 95 percent (206). In fact, of the 221 student increase among evening students during the year, 206 were veterans. The curriculums with the largest veteran enrollment were business administration (152, of which 102 were evening); industrial management (129, of which 128 were evening); accounting (39 of which 27 were evening); and farm cooperative (36, all evening). As a result of the large veteran enrollment, special federal funds permitted employment of a





Veterans' Affairs Officer and secretary to relieve the regular staff of special veterans services. Further, the Veterans Administration has assigned a member of their staff of the institute to further assist the veterans with special problems.

The number of females in credit programs numbered 796 during 1973-74. This was an increase of 14 (1.8%) and amounted to 37.4 percent of the student body.

#### WITHDRAWALS

Withdrawals represented 15.2 percent of the enrollment, which is approximately 2 percent less than last year. The number of students withdrawing totaled 324 but did not include 475 "special" students, who had not planned to continue studies over a period of several quarters. The withdrawal rates by division were 21.2 percent in business, 25.7 percent in engineering, 18.6 percent furniture, and 15 percent in life sciences. Programs with more than 30 percent of the enrollees withdrawing were secretarial (32.6%), automotive mechanics (34.8%), electronic product servicing (35.3%) and machine shop (100%). Especially low numbers of students withdrew from industrial management (8.6%), traffic and transportation (12.5%) and practical nursing (10.4%).

#### ENROLLMENT TRENDS

A number of trends in attendance are definitely forming at CVTI. First of all, more people from Catawba County and fewer



people from surrounding counties are taking advantage of CVTI's services, both in continuing education and in regular curriculum programs. More "special" students and more evening students are attending CVTI than ever before. Daytime attendance continues to show a modest increase from one year to the next, but the night enrollment has been tremendous by comparison. During the 1974 summer quarter, the number of evening credit students exceeded the number of daytime credit students for the first time in the history of the school. The growth in the number of night students demonstrates a willingness on the part of many people to pursue their education while maintaining full-time or part-time employment. Three categories of students can now be recognized according to attendance: (1) young students, many just out of high school, who attend CVTI largely on a full-time basis in the mornings and early afternoons; (2) an older group of students, many of whom live in surrounding towns and commute to work in Catawba County, who attend CVTI in the late afternoon before returning to their homes; and (3) an older group of students, basically employed on a full time 9-to-5-basis, who attend CVTI at night.

Overall, of the 2,128 credit students attending CVTI during 1973-74, 1,180 - or 55.5 percent - were evening students. Only the "special" student category and the life sciences division had more day students than in the previous year. On the other hand,





evening enrollment expanded by 336 percent in the engineering division and by 73 percent in the business division. Many of the day students attending CVTI during 1973-74 were enrolled for less than the minimum full-time course load of 12 quarter hours. This is evidenced by the fact that the number of day students increased by 2 percent, while the average number of FTE's per quarter decreased by 2 percent. On the other hand, many night students are carrying more credit hours than in previous years. This is demonstrated by the fact that evening head count enrollment increased only 23 percent, yet the average number of FTE's per quarter increased 52 percent. In short, more day students are generating fewer FTE's, and more night students are generating far more FTE's than in the past. In all, daytime enrollment was up nearly 13 percent, while the average number of FTE;s per quarter was up 8 percent.

The changing patterns of enrollment at CVTI holds several implications regarding instructional problems at the institute. One of the more acute short-run problems will be scheduling courses at night and making the most efficient use possible of present facilities. Although indications are that the growth of evening enrollment will continue, there is a problem with a lack of space. The shortage of instructional space at night will be relieved in the long run by the new facilities financed by the bond referendum,



but evening scheduling will be a major problem for the next two years. The administration must also concern itself with reassigning some personnel in order to meet the needs of these night students. Support services such as counseling and testing, previously not in great demand by evening students, must now be provided. Careful consideration must be given in the future to assigning full-time instructors to teach at night and late afternoons, at least on certain days during the week. Most of the instruction presently offered at night is offered by part-time instructors, as in the past. Quality of night instruction has always been high, because most of the part-time instructors are very highly qualified in their fields, including instructors holding CPA certificates, controllers in large corporations, college professors and data processing managers. More minor problems with the night enrollment include parking problems, because there are no attendants, and supervision of night classes because of the large number of people involved.

#### STUDENT SERVICES

The continued growth of the CVTI student body during the 1973-74 school year required both increasing quantities of services and a maintenance of the high quality of services which is usually characteristic of the institute. While all the needs of





all the students have not and cannot be met all the time, most needs have been met very well during the past year.

#### INFORMATION SERVICES

Recruiting during 1973-74 was based upon proven ideas and procedures of past years. These included regularly scheduled visits to area schools, participation in more than 30 college/career days, slide presentations to high school groups, greater utilization of engineering and business division personnel for presentations, Veterans Education Day, campus tours, newspaper and radio advertisements, distribution of literature, mass mailings to high school seniors, and an extensive telephone campaign.

A significant study was completed to identify prospective students among high school seniors and also to determine the extent of their knowledge of CVTI. The "High School Image Study" showed that 27 percent of the seniors had relatives who had attended CVTI although only 10 percent stated they themselves planned to enroll. Only 27 percent planned to attend a senior college. This, plus the fact that 21 percent had "no plans", suggests that the potential number of students for CVTI may be greater than some would believe. Equally significant was the fact that in Catawba, Alexander, and Lincoln counties, some 45 percent of the seniors had not heard of CVTI through the school's staff.



The study further showed that the most frequent sources of information about CVTI were the catalog (32%), newspaper (19%), radio (17.5%) and other publications (10.5%). The person in the high school most strongly suggesting the student attend CVTI was a friend (19%), the counselor (9%), a teacher (6%), or no one (63%). The study provided some information needed to implement recruitment efforts and indicated the specific schools in which additional efforts are needed. The study will be attempted annually for the next several years.

#### ORIENTATION

Based upon student participation and questionnaire responses, CVTI's 1973-74 orientation program was quite successful. For the fall quarter, new students were assigned to groups of 8 to 10 according to their major curriculum. Second-year students were assigned as group leaders, and after comprehensive training by a student services staff member, they oriented their fellow students to staff, facilities, programs and activities. Two surveys of the participating students were conducted. The first was informal and showed that both new students and student group leaders were extremely pleased with the orientation program. A more formal study by the dean of instruction showed that participants in the orientation program knew significantly more about the institute than non-participants.





COUNSELING

Counseling during the 1973-74 school year emphasized "pre-ventive" activities, provided a change in staff assignments so that one counselor serves primarily evening students and involved greater student contact in both individual and group situations. The emphasis on identification and preventive counseling, as well as meeting the increased demands for this service, was reflected in a greater number of presentations to psychology and social science classes, working with students having academic difficulties, group and individual activities with MDTA students and the administration and interpretation of numerous tests.

TESTING

As expected, there was a marked increase in the testing service the past year. Compared to 1972-73, the increase was from 625 to 1,434 tests, a growth of 129.4 percent. The majority of these were adult high school, GED, reading and personality tests. In the high school equivalency programs, a total of 132 people received diplomas or certificates. One hundred and six of 228 participants (46.5%) received their GED certificates. Of the 204 individuals in the adult high school program, 26 received diplomas (12.7%).



FINANCIAL AID

During 1973-74, 42 individuals received \$26,918 in financial aid administered through the institute's assistance program. Two of every three applicants received some form of aid. The greatest amount of aid provided was \$11,140 in College Work-Study for 28 persons. Other programs with a relatively large number of students were Student Government Loans (24), Vocational Rehabilitation (31), and scholarships sponsored by local companies. Not included in the above data were 676 veterans receiving GI Bill benefits. The estimated income for these veterans from this source is estimated as more than \$1,200,000 for 1973-74. Thus, such benefits not only provide the opportunity but encourage continued education by the veteran and provide a very real boost to the local economy.

JOB PLACEMENT

During 1973-74, slightly more than 500 employers were invited to recruit from the CVTI student body. Although very few visited the campus for recruitment purposes, 356 inquiries were received from employers with more than 300 of these within the institute's basic service area. Some 266 referrals were made and 62 job placements were verified. More important than the number of job placements, however, were the results of the graduate follow-up survey. Eighty-nine percent of the 1972-73 graduates were employed full-time with 83 percent in jobs related to their training.





STUDENT ACTIVITIES

Student interests apparently continued in a state of change during the 1973-74 school year as the characteristics of the students changed. A number of extracurricular activities traditionally associated with higher education received little participation, while several new organizations with different roles prospered. There seemed to be a shift in interests from the recreational and club activities normally offered to the more professionally oriented or community service activities. Traditional activities such as cheerleaders, Rotoract Club, Compass Club, newspaper staff and annual staff encountered difficulties through a lack of student participation, but other activities such as the Future Secretaries Association and CVTI Furniture Alumni Association, both professional in nature, flourished. A number of significant activities also occurred under the auspices of the Student Government Association.

Evident of the continuing change in student interests was the establishment of two new organizations on campus: Phi Beta Lambda fraternity for business students and Delta Nu Alpha fraternity for traffic and transportation students. Both fraternities were chartered by the national fraternal organization of the same name. The Delta Nu Alpha fraternity, the first collegiate group of its kind in North Carolina, emphasizes the



educational and professional aspects of the transportation industry. Phi Beta Lambda is primarily a community service organization, taking on several money-raising activities last year to finance a number of worthy projects. Another organization started during the past year was an alumni association for graduates of CVTI's nursing curriculum. This group, which intends to meet only once annually, also is concerned mainly with the professional aspects of nursing.

For the first time in the 14-year history of CVTI, the student body elected a full slate of women officers to lead the Student Government Association. Miss Mary E. Shipman of Hickory, a graduate of St. Genevieve's of the Pines Academy and an executive secretarial student, was elected president. Miss Renee A. Cooper of Hickory, a student in the general office curriculum, was elected vice-president. Miss Vicky D. Robbins of Hickory was chosen as secretary, and Miss Debarah P. Hull of Catawba was selected as treasurer. Miss Hull is a student in the data processing program, and Miss Robbins is a general office student. This slate of officers was elected in the first spring elections for student government, a result of substantial revisions in the student constitution. The constitutional revisions in the student government, aimed at getting more student participation in the SGA, provide that the four major officers be elected during





the spring and the student representatives elected in the fall. The student representatives will include a freshman and a sophomore from each program. This, in effect, doubles the size of the organization and assures that the SGA will have leaders with some experience from one year to the next. Spring elections for the officers means that the new officers will have the summer months in which to plan their activities for the coming year, before the full SGA is elected in the fall.

In other student activities during the year, a former Miss Maiden, Miss Susan L. Lineberger, was chosen Miss CVTI by the student body. She is a student in the business administration program. In one of the most successful activities, the SGA succeeded in collecting a record 172 pints of blood at the school's ninth annual bloodmobile campaign. Other activities in which students participated were cookouts, dances, interscholastic golf and basketball, and individual activities such as "pick-up" volleyball, football and ping pong.

#### ACTIVITY FEES

Utilization of the activity fees collected during the 1973-74 year is depicted in Table III, Receipts and Expenditures of Activity Fees. The total funds available for activities was \$18,898.68 of which \$14,709.28 was expended in the areas shown in the table. Not reflected in the table was actual income from activity fees



amounting to \$11,460, of which \$735 was carried forward to 1974-75

Notable is the fact that 78 percent of the expenditures for the year were for student government activities and the yearbook.

Both of these functions are activities from which almost all students do benefit directly.

#### REGISTRATION AND RECORDS

One major achievement regarding registration and records during the past year should be noted. This was the development and implementation of an early registration program. Enrolled students are permitted to register early and pay fees for the next quarter, which provides them with first choice of classes and eliminates their return on registration days. Students particularly seem to appreciate this "extra service," as well as the ease of and short time required to complete registration.

#### GRADUATES

There were 262 graduates during the 1973-74 year which was 31 less than last year. Table V, Graduates: 1974 Compared with 1973, shows that with the exception of the life sciences, each division had fewer graduates this year than last. Only the traffic and transportation, architectural drafting, industrial engineering, landscaping and recreational grounds management programs showed substantial percentage increases in the number of





graduates. Programs with significantly fewer completions on a percentage basis included business administration, data processing, secretarial, electronics, machine shop, mechanical drafting, furniture production and agricultural business.

The annual follow-up study of employment was completed for the 1973 graduates. Of the 192 graduates responding to a questionnaire, 89 percent were employed full-time with 83 percent in positions related to their field of training at CVTI. Another 6 percent were continuing their education. Salaries ranged from \$49.00 to \$299.00 per week, with an average of \$130.55 per week, including both one-and-two-year programs. Thus, the weekly salary for 1973 alumni averaged approximately \$17 more than for the 1972 graduates. By division, average salaries were: business, \$129; engineering, \$152; furniture, \$169; and life sciences \$127.

#### COMMUNITY RELATIONS

The community relations function at CVTI, as indicated earlier, concentrated foremost on the successful passage of the bond referendum last June, especially in view of the major importance of those proposed facilities. However, goals of the community relations effort also focused heavily on recruiting to offset an expected enrollment decline which failed to materialize. The community relations officer worked closely with the dean of



student services and the dean of instruction in order to tailor both the community relations message and medium to fit the desired audience. News releases to both newspaper and radio outlets stressed the positive aspect of attending CVTI, and a major informational campaign was concentrated into three weeks in August, 1974. The most significant fact about the promotional campaign this year is that it represented a major shift away from the printed medium and toward the broadcast medium with a series of 10 pre-recorded "spots" being used on 14 area radio stations. It was felt that radio promotion not only would be more effective than newspaper in attracting prospective students, but also that a better utilization could be made of budgeted funds. First indications are that less money was spent during the 1973-74 effort, probably with better results, than during 1972-73.

The institute also was fortunate in maintaining its five-minute radio program, "CVTI Today," heard weekly over 12 broadcasting stations for the second straight year. Entering September 1974, with a record of 106 consecutive programs without a repeat, "CVTI Today" is an interview program which concentrates on the non-paid promotional aspects of the community relations effort. "CVTI Today" is the only radio program of its kind produced by a North Carolina community college or technical institute with such a broad coverage area. Another significant factor in CVTI's





community relations operation during the 1973-74 year was the development of a 15-minute color sound film by the Duke Media Center in Durham, under the guidance of the student services department, which will use the film in its recruiting efforts. The film will be used generally to better acquaint the public with the opportunities and training available through CVTI. The film may be scheduled for showing to civic and church organizations by contact the student services department. Another aspect of the 1973-74 community relations effort was the continued attempt to upgrade and maintain relations at a high level with the local news media by providing a quality news service and making improvements wherever possible in the news bureau.

#### PERSONNEL

The maintenance of a quality educational program is highly dependent on a competent and interested faculty and staff. The factors of quality education, student-instructor rapport, success of present and former students, and excellent support services by administrators, counselors, secretaries and other staff all indicate that CVTI maintained personnel high caliber during the 1973-74 school year. As of September 1, 1974, CVTI employed 113 persons on a full-time basis, including 63 instructors. Staff personnel, including all secretaries, library technicians, maintenance men and janitors, administrators and coordinators were employed as follows: instructional division, 22; student



services, 13; maintenance and grounds, 7; fiscal affairs, 5; and President's office, 3. In addition to the full-time personnel, 401 individuals from businesses, industries and other educational institutions were employed as part-time instructors, primarily to serve the evening credit enrollment and continuing education programs. Five new full-time instructor positions were allotted to the instructional division: an in-plant furniture instructor, a landscaping instructor, a real estate instructor, an in-plant instructor for knitting machine fixers and an upholstery instructor.

Since the instructional division personnel are most closely associated with the instruction function, it is interesting to consider some of the characteristics of these personnel. Of the 63 full-time instructors, 28 have master's degrees, 20 have bachelor's degrees, six have associate degrees and nine have high school diplomas as maximum academic credentials. An overall turnover of six persons was experienced during the year in the instructional division, including administrators, instructors, secretaries and technicians. Of the instructors, the reasons for leaving included pregnancy, retirement, termination of a curriculum program and pursuit of greater opportunities in private business. Statistically, administrators and coordinators in the instructional division are about two years younger (37.3) on the





average than last year, instructors and department chairmen are both older and more experienced on the average than in 1972-73. The average instructor or department chairman in the institutional division is 40.3 years old and has been employed by CVTI for 5.0 years. These figures compare with an average age in 1972-73 of 39.3 years and 4.9 years of employment.

#### INSTRUCTIONAL EVALUATION PROCEDURES

A formal plan to evaluate instruction was used during the year and was considered successful. One aspect of the plan, student evaluation of their instructors, has appeared to have had a dramatic effect on teaching methods in general. Those instructors of less-than-desired innovative spirit are now changing to effect a more positive atmosphere in the classroom. Those instructors who were innovative anyway now see the fruits of their labor and are further encouraged. In addition to student evaluations, the instructional evaluation plan includes objective and subjective evaluations of instructors by administrative personnel in the division. A summarized rating system using weighted scores was devised for each instructor. Instructors were ranked by total scores and performance pay increments were applied to the salaries for the top one-half of the faculty. Non-teaching instructional division personnel were also evaluated, using evaluation



procedures similar to those used in the past. A conference was held with each individual to discuss the evaluation results.

#### LEARNING RESOURCE CENTER

The passage of the bond referendum was important to virtually all administration and faculty at CVTI, but considered particularly vital by the staff of the learning resource center. The center eventually will move from its present cramped quarters, with a library which was designed to seat only about 50 persons, into the much more spacious facilities in the new East Wing.

The learning resource center serves not only all the divisions of CVTI but also the community at large. There is especially high traffic in audiovisual equipment with such community groups as volunteer fire departments, hospitals and the furniture and hosiery industries. With the increased credit enrollment in the evening, student use of learning resource center facilities has increased at night. During the past year, the LRC staff spent a considerable amount of time developing and producing sound-slide presentations for instructional purposes, orientation and the bond issue campaign. The center also provided technical assistance to the Catawba County Agricultural Extension Department, the Taylorsville Chamber of Commerce, the Catawba Valley Hosiery Association and the Newton-Conver School Board on developing similar sound-slide projects. Completed programs have been





loaned and shown to assist sister institutions and administrative personnel at the state level. Eventually, the center hopes to employ a staff member to handle the mechanics and creative work entailed in such programs, such as photography, copy-stand work, graphics, script writing, art work and recording of narration, music and inaudible cues on cassette tape.

Table V outlines the learning resource center's operations during the past year, including the media collection, circulation and printing operations.

#### FISCAL AFFAIRS

##### FINANCES

The fiscal affairs office, under the leadership of the director of fiscal affairs, is responsible for all financial affairs, maintenance of grounds and physical plant, bookstore operation, food service and inventory control. All funds, regardless of source, are audited annually by the North Carolina Department of Audits and a formal report submitted to the institute. Beginning with the new fiscal year, the CVTI fiscal affairs office is responsible for the purchasing and paying for all capital equipment acquired by the institute. This function was previously handled by the state purchase and contract facility in Raleigh.

Current expense funds for the 1973-74 fiscal year totaled \$2,165,000. This figure includes \$1,909,711 appropriated by the



State of North Carolina and \$255,289 appropriated by the Catawba County Board of Commissioners. A percentage breakdown of all current expense funds indicates that 88.2 percent of CVTI's regular financial support comes from state sources and that only 11.8 percent is provided by the county. State current expense funds, which are allotted by the Department of Community Colleges through a set formula based on Full-Time Equivalent enrollment, increased by 15.1 percent over the previous fiscal year. However, current expense funds from the county have steadily decreased in percentage since 1968 when Catawba County provided 14.7 percent of the operating budget for CVTI. Although the percentage of county funds has decreased, CVTI has experienced a tremendous increase in enrollment over the same period.

Capital expense funds in the amount of \$221,846 were appropriated by the Catawba Founty commissioners for the following items: sewerage, \$220,000; and miscellaneous items, (CO<sup>2</sup> fire extinguishers, electric hand-dryers, emergency light system) \$1,846. At no time during the fiscal year did the institute request any sewerage funds, because it received no invoices on this project. A library books appropriation of \$48,063 was made by the State of North Carolina, making the CVTI capital expenses total \$269,909.



Special funding received by the institute during the year, most of which came from federal sources, totaled \$111,035.73. These funds were apportioned as follows: \$37,704 for Adult Basic Education programs; \$12,947 for College Work-Study programs; \$14,234.73 for the Veterans Cost of Instruction program; \$852 under the Economic Opportunity Grant; \$10,768 for Manpower Development Training (secretarial) programs; \$30,600 for membership in the Appalachian Consortium; and \$3,930 under the Basic Education Opportunity program for freshmen.

#### PHYSICAL PLANT/GROUNDS MAINTENANCE

A more stable work force of custodial employees contributed to a smoother handling of the cleaning and general maintenance of the plant. This type of employment is not attractive to most people, resulting in a definite problem in recruiting and training the caliber of persons who are available for such work. A continuing upgrading of the pay scale has undoubtedly contributed to a greater stability of the custodial crew.

#### BOOKSTORE OPERATION

Total sales for the 1973-74 year were \$93,916, against \$93,229 the previous year. The annual "buy-back" of used books was again provided, with continued good patronage by the students.





The bulk of these used books are purchased by summer quarter students.

#### FOOD SERVICE

Servomation-Norman, Inc., local unit of the national vending service Servomation, Inc., provides vending machine and short-order service to the institute. During the month of August, 1973, the company made extensive alterations and additions to its equipment and general layout. The effort was undertaken to make the operation more functional and to expand the number of food items offered. Day and evening service is offered with vending machine service available at all hours. Price increases have been necessary at intervals during the year, reflecting the inflation in the general economy, especially several in food.

#### INVENTORY CONTROL

A state-directed inventory control system is in effect in the institute's main office, with department files of inventory cards maintained by each department head. During the year, a complete check of the equipment, excluding furniture, was made by a representative of the Equipment Coordination Department of the Department of Community Colleges. The faculty and staff continues to cooperate in the inventory control program and is aware of the responsibilities of such a large public investment.



TABLE I

STATISTICAL SUMMARY OF CONTINUING EDUCATION PROGRAM  
1973-74

DIVISION	Enrollment		Average Full-Time Student Equivalents Per Quarter		Percent Increase	
	<u>1972-73</u>	<u>1973-74</u>	<u>1972-73</u>	<u>1973-74</u>	<u>1972-73</u>	<u>1973-74</u>
General Adult	11,267	2,864	427.0	126.9	-	70%
Occupational Extension	7,452	7,273	288.6	344.5	-	19%
Occupational Health	3,044	1,419	75.4	57.3	-	24%
Learning Laboratory	525	253	25.7	15.8	-	39%
SUBTOTAL	22,288	11,809	816.7	544.5	-	33%
Adult Basic Education	738	579	105.0	46.2	-	56%
MDTA & Self-Supporting	344	64	27.4	26.0	-	5%
TOTAL	23,370	12,452	949.1	616.7	-	35%





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TABLE II

ENROLLMENT BY DIVISION AND CURRICULUM  
DAY AND EVENING: 1972-73 vs. 1973-74

CURRICULUM	1972-73			1973-74					
	DAY	NITE	TOTL	DAY	%	NITE	%	TOTL	%
BUS. DIV.	(405)	(189)	(594)	(385)	(-4.9)	(329)	(73.0)	(712)	(19.9)
Accounting	60	24	84	55	-8.3	48	100.0	103	22.6
Bus. Ad.	119	93	212	106	-10.9	115	23.6	221	4.2
Data Proc.	74	31	105	63	-14.9	22	-29.0	85	-19.0
Ind. Mgt.	-0-	29	29	7	100.0	109	275.0	116	300.0
Real Estate	-0-	-0-	-0-	-0-	-0-	11	100.0	11	100.0
Secretarial	125	11	136	123	-1.6	21	90.9	144	5.9
Traf.&Trans.	27	1	28	31	12.9	1	-0-	32	14.3
ENG. DIV.	(265)	(28)	(293)	(247)	(-7.3)	(122)	(335.7)	(369)	(25.9)
Arch. Dft.	52	-0-	52	52	-0-	1	100.0	53	1.9
Auto. Mech.	48	-0-	48	50	4.2	42	100.0	92	91.7
Elec. Inst.	69	-0-	69	53	-23.2	-0-	-0-	53	-23.2
Elec-Mech.	17	-0-	17	25	47.0	-0-	-0-	25	47.0
EPS	-0-	-0-	-0-	-0-		34	100.0	34	100.0
Electronics	50	2	52	42	-16.0	2	-0-	44	-15.4
Ind. Eng.	9	26	35	13	44.4	29	11.5	42	21.9
Mach. Shop	8	-0-	8	-0-	-100.0	12	100.0	12	50.0
Mech. Dft.	12	-0-	12	12	-0-	2	100.0	14	16.7
FURN. DIV.	(87)	(65)	(152)	(79)	(-9.2)	(61)	(-6.1)	(140)	(-7.9)
Furn. Dft.	26	-0-	26	20	-23.1	1	100.0	21	-19.2
Furn. Prod.	28	25	53	32	14.3	27	8.0	59	11.3
Upholstering	20	17	37	14	-23.1	17	-0-	31	-16.2
Uph. Sewing	13	23	36	13	-0-	16	-30.4	29	-19.4
LIFE SC. DIV.	(140)	(45)	(172)	(185)	(32.1)	(41)	(-9.4)	(226)	(31.4)
Ag. Business	8	4	12	16	100.0	7	75.0	23	47.8
Farm Coop.	-0-	21	21	-0-	-0-	34	61.9	34	61.9
Landscape	16	-0-	16	41	156.2	-0-	-0-	41	156.2
ORT	20	20	27	12	-40.0	-0-	-100.0	12	-55.5
LPN	54	-0-	54	67	24.1	-0-	-0-	67	24.1
Rec. Grds.	42	-0-	42	49	16.7	-0-	-0-	49	16.7
SPEC. STUD.	(43)	(632)	(675)	(52)	(20.9)	(629)	(-0.5)	(681)	(0.9)
TOTALS	927	959	1,886	948	2.3	1,180	23.0	2,128	12.8



TABLE III  
RECEIPTS AND EXPENDITURES OF ACTIVITY FEES

Activity	Income	Expended	Balance
Student Government	\$ 6,489.14	\$ 5,377.22	\$ 1,111.92
Juke Box	349.71	349.71	- 0 -
Yearbook	7,349.73	6,730.97	618.76
Archery	99.64	- 0 -	99.64
Chess	33.02	- 0 -	33.02
Athletics	2,597.84	2,015.24	582.60
Cheerleaders	422.40	- 0 -	422.40
Newspaper	749.80	236.14	513.66
Other Revenue	72.40	- 0 -	72.40
TOTAL	\$18,163.68	\$14,709.28	\$ 3,454.40



TABLE IV

GRADUATES: 1974 COMPARED WITH 1973

CURRICULUM	1974			1973
	MALE	FEMALE	TOTAL	TOTAL
<u>BUSINESS DIVISION</u>	(51)	(41)	(92)	(123)
Accounting	8	12	20	20
Business Admin.	26	6	32	46
Data Processing	5	2	7	19
Exec. Secretarial	-	8	8	34
General Office	-	4	4	
Legal Secretarial	-	2	2	
Medical Secretarial	-	7	7	4
Traffic & Trans.	12	-	12	
<u>ENGINEERING DIVISION</u>	(79)	( 3)	(82)	( 85)
Arch. Drafting	16	3	19	12
Automotive Mechanics	28	-	28	33
Elec. Installation	12	-	12	13
Electromechanical	4	-	4	4
Electronics	7	-	7	12
Ind. Engineering	8	-	8	1
Machine Shop	2	-	2	4
Mech. Drafting	2	-	2	6
<u>FURNITURE DIVISION</u>	(15)	( 2)	(17)	(24 )
Drafting	6	2	8	5
Production	9	-	9	19
<u>LIFE SCIENCE</u>	(21)	(50)	(71)	(61)
Ag. Business	2	-	2	4
Landscape	7	-	7	1
Practical Nursing	2	50	52	50
Rec. Grounds	10	-	10	6
TOTALS	166	96	262	293





## 1973-74 LEARNING RESOURCE CENTER OPERATIONS

Books		18,751
Filmloops		29
Films, 16mm		164
Filmstrips		646
Kits		7
Microfilm		540
Models		40
Records		159
Slide Trays	(1,682 slides)	70
Slides		48
Sound Filmstrips		448
Tape Cassettes		70
Tapes		80
Transparencies	(1,545 sets)	64
Video Tape		14

Circulation

Books	13,441
Films, Borrowed	442
Films, Borrowed for Preview	48
Films, CVTI	869
Filmstrips	201
Records	221
Slides	5,971
Sound Filmstrips	419
Sound Filmstrips - Preview	68
Tapes	36
Transparencies	870

Printing

Total Copies	516,108
Electrostatic Masters	5,777
Reflex	448
Transparencies	1,166
Slide Production	4,028
Tape Duplication	2,883
Scott Engraver	16
Art Work	23
Punched Copies	36,725









